. (6 pages)

Reg. No. : ....

Code No. : 30447 E Sub. Code : AABA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration — Allied

RESEARCH METHODOLOGY

(For those who joined in July 2020 only)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The main objective of _____ study is to acquire knowledge.

    (a) Exploratory

    (b) Descriptive

    (c) Diagnostic

    (d) Descriptive and Diagnostic

2. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?

    (a) Predictive survey method

    (b) Historical method

    (c) Ex-post facto method

    (d) Experimental method

3. Research problem is selected from the standpoint of _____

    (a) Social relevance

    (b) Financial support

    (c) Researcher's interest

    (d) Availability of relevant literature

4. Why do you need to review the existing literature?

    (a) To make sure you have a long list of references

    (b) Because without it, you could never reach the required word-count

    (c) To find out what is already known about your area of interest

    (d) To help in your general studying

5. Two types of research data include _____

    (a) Recognised and unrecognised data

    (b) Structured and unstructured data

    (c) Qualitative and quantitative data

    (d) Organised and processed data.

6. Which one is the true example of primary data from the following options?

    (a) Journal   (b) Book

    (c) Census Report   (d) Newspaper

7. Data Analysis is a process of _____

    (a) inspecting data   (b) cleaning data

    (c) transforming data (d) All of the above

8. Which of the following software is used to process and analyse quantitative data?

    (a) Quark Express   (b) SPSS

    (c) SSQN   (d) Quant Chrome

9. In the research process, report writing is _____

    (a) important

    (b) The final step in the research

    (c) Both (a) and (b)

    (d) None of the above

10. Reference sources are those _____

    (a) which are large in size

    (b) which are read at home easily

    (c) which used to obtain particular information

    (d) which are costly

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Describe the scope of research.

Or

    (b) Write a note on case study.

12. (a) What is the purpose of setting research questions?

Or

    (b) How to write research objectives?

13. (a) Enumerate the different sources of secondary data.

Or

    (b) What do you mean by sampling errors? Explain the sources.

14. (a) What are the factors to be considered while analyzing the data?

Or

(b) Describe the basic steps in working with SPSS.

15. (a) What is meant by style of reporting? Explain.

Or

(b) Distinguish between bibliography and references.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain briefly the kinds of research.

Or

(b) Analyse the differences between Quantitative and Qualitative research.

17. (a) What are the different types of variables used in research? Explain.

Or

(b) Analyse the required qualities of a good research design.

18. (a) Explain briefly the tools for data collection.

Or

(b) Discuss the scaling techniques.

19. (a) Explain non - parametric tests.

Or

(b) List out the advantages and disadvantages of using SPSS.

20. (a) Explain the content of a report.

Or

(b) State the qualities of a good report.

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